

Message Text

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PAGE 01 STOCKH 02092 261113Z
ACTION EUR-12

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P R 261027Z MAY 78
FM AMEMBASSY STOCKHOLM
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AMEMBASSY BONN
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AMEMBASSY PARIS
AMCONSUL DUSSELDORF

UNCLAS STOCKHOLM 2092

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: AMERICAN FOOTWEAR INDUSTRY ASSN. TRADE MISSION

REF: USDOC 8294

1. POST RECOMMENDS P.W. MINOR CO. PARTICIPATE IN TRADE MISSION TO SWEDEN TO MEET OFFICERS OF LIC, THE CENTRAL PURCHASING OFFICE FOR THE SWEDISH COUNTY COUNCILS.

2. IN ADDITION TO ITS FUNCTION AS PURCHASING DIVISION FOR SWEDISH LOCAL GOVERNMENTS, LIC IS SWEDEN'S LARGEST MANUFACTURER OF ORTHOPEDIC SHOES WITH APPROX. 50 PERCENT OF DOMESTIC MARKET AND IS JOINT OWNER OF EHN & HOLMGREN WHICH HAS ANOTHER 20 PERCENT (APPROX) OF SWEDISH ORTHOPEDIC SHOE MARKET. IN ADDITION, LIC IS EXCLUSIVE SUPPLIER TO ORTHOPEDIC DEPARTMENTS OF 17 OF SWEDEN'S LARGEST HOSPITALS AND DIRECTS THE FABRICATION OF ORTHOPEDIC DEVICES IN THESE HOSPITALS. LIC ALSO DISTRIBUTES CHILDREN'S ORTHOPEDIC SHOES, MANUFACTURED BY ORTOPAX IN OREBRO.

3. MR. GORAN ERIKSSON, PRODUCTION MANAGER OF LIC SAID HE WOULD
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BE INTERESTED IN MEETING REPRESENTATIVE OF P.W. MINOR CO. VIRTUALLY ALL ORTHOPEDIC SHOES SOLD IN SWEDEN ARE CUSTOM MADE. BUT GIVEN THE LONG DELAY IN FILLING ORDERS AT PRESENT, MR. ERIKSSON BELIEVES THAT LIC COULD MARKET HIGH QUALITY US-MADE ORTHOPEDIC SHOES. TODAY CLIENTS HAVE TO WAIT UP TO 6 MONTHS BEFORE THEY GET THEIR ORTHOPEDIC SHOES. THEREFORE, THIS SPRING LIC STARTED TO COOPERATE WITH A YUGOSLAVIAN SHOE MANUFACTURER.

LIC SEMI-MANUFACTURES THE SHOES WHILE THE YUGOSLAVIAN FIRM MAKES THE FINAL PRODUCT.

4. IF PARTICIPATION IN TRADE MISSION NOT CONVENIENT, A REPRESENTATIVE OF LIC COULD MEET P.W. MINOR CO. EXECUTIVES IN US. MR. HAMMARBACK, PURCHASING OFFICER OF LIC, PLANS TO VISIT US THIS AUTUMN (DATES NOT YET FIXED) AND COULD VISIT APPROPRIATE FIRMS. CONTACT MR. GORAN ERIKSSON, LIC, SVETSGATAN 20, PA, 171 83 SOLNA, SWEDEN (PH. 08-98-10 60).
KENNEDY-MINOTT

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NNN

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